

New Fashion Jobs Available Now!

By: Beth Jones

If you were starting out in the fashion industry a few years ago, the jobs would have been limited to stylist, editor, buyer, fashion PR and a few others. Technology has changed that, and many other doors have opened up in the industry with new positions emerging all the time. The rate at which technology transforms can be mind-boggling, but there are a few more established positions that can be added to a list of fashion jobs to consider.

Social Media Manager/Coordinator/Strategist

There is an ever-increasing list of social media platforms that brands have to keep up with these days. Twitter, Facebook, Instagram, Tumblr, Pinterest, LinkedIn, and YouTube being the heavy hitters. Each platform requires someone to manage it and provide interesting content that engages the followers.

Developing a strong voice is important to the brands, and can't be left to only discount notifications and upcoming events. The message has to be personalized and filled with behind the scene snapshots, of-the-minute opinions, inspirations behind the brand, and many other types of creative content.

The manager/strategist/strategist helps to develop the voice, give direction to the platforms and create ideas that can be sent out over the social media web that tell a story.

Brand Online Content Creator

Editorial content used to be limited to magazines, news sites and blogs, but now there is a shift and brands have to have their own personal online editorial content available for their consumers. Shopbop, Tory Burch and Free People are just a few that have successfully managed this new form of content for their brand.

The editorial content creator works to build a strong voice on a blog that is updated daily for the consumer to follow. Successful strategies don't involve press releases and in-store events, but engage the reader with personal stories, ideas on how to wear the clothes, fun and engaging video content and much more. Faran Krentcil, online content creator for Clarins and Shopbop says, "This type of role isn't so much about product, placement or getting press exclusives, it's more about thinking: What is the world saying about our clothes? And what do we want to say

the world with our clothes? What would that conversation look like? It's about creating that dialogue."¹

Digital PR

PR has launched in to the Internet business as well, and brands need a specific position that deals exclusively with the digital message being communicated. With so many bloggers, websites and digital fashion stars, the position of digital PR becomes very important. Relationships are built with these online voices and the brand has the opportunity to use them to reach a whole new audience in a very personal way.

Fashion Tech Startup Founder

Entrepreneurial spirit comes into play with this position, but because the Internet allows anyone to be involved there has been an increase in start-up businesses popping up. There is less job security and a lot of hard work involved, but with this comes the excitement of personal success and being your own boss. All you need is a good idea and a drive to make it happen.

This is just a sampling of the new positions open for fashion industry insiders. It is a time of advancement and change, and we have technology to thank for this increase in opportunities. Now, you just need to decide where you fit and how to open these new doors to find your dream job.

¹ <http://fashionista.com/2012/10/why-are-so-many-editors-leaving-magazines-for-retail-brands/>